WHAT IS CLAIMED IS:

1. An article suitable for use with a tire stem having a threaded surface, said article comprising:

a fitting having a body with an upper end and a lower end; and

a recess formed in the fitting body at the lower end thereof, the recess having a threaded surface complementary to the threaded surface of the tire stem.

2. The article as recited in Claim 1, wherein the fitting having a frustoconical shape.

3. The article as recited in Claim 1, wherein the fitting having a tapered profile.

4. The article as recited in Claim 1, wherein the fitting having a reduced diameter profile.

5. The article as recited in Claim 4, wherein the reduced diameter profile progressing from the upper end to the lower end of the fitting body.

6. The article as recited in Claim 1, wherein the article formed from one of polypropylene, polyethylene, plastic, and steel.

7. The article as recited in Claim 1, wherein the fitting body having a cross-sectional shape including one of a circular form, an elliptical form, and an oblong form.

8. The article as recited in Claim 1, wherein the upper end having a surface bearing indicia thereon.

9. The article as recited in Claim 8, wherein the indicia including at least one of text, graphics, alphanumeric characters, artwork, advertisement, logo, and decal.

10. The article as recited in Claim 1, further includes:

a projection piece extending from the fitting body.

11. The article as recited in Claim 10, wherein the projection piece having a surface bearing indicia.

12. The article as recited in Claim 11, wherein the indicia including at least one of text, graphics, alphanumeric characters, artwork, advertisement, logo, and decal.

13. The article as recited in Claim 1, wherein the article being operatively deployable by threading engagement of the fitting to the tire stem.

14. An article suitable for use with a tire stem having a threaded surface, said article comprising:

a fitting having a body with an upper end and a lower end; and

a channel formed through the fitting body, the channel being suitable to operably receive at least a portion of the tire stem extending therethrough.

15. The article as recited in Claim 14, wherein the fitting being suitably sized and/or dimensioned such that at least a

portion of the tire stem threaded surface remains exposed concurrent with installation of the fitting relative to the tire stem.

16. The article as recited in Claim 14, wherein the fitting having a reduced diameter profile.

17. The article as recited in Claim 16, wherein the reduced diameter profile progressing from the lower end to the upper end of the fitting body.

18. The article as recited in Claim 14, wherein the fitting body having an annular form.

19. The article as recited in Claim 14, further includes:

a projection piece extending from the fitting body.

20. The article as recited in Claim 19, wherein the projection piece extending from the lower end of the fitting body.

21. The article as recited in Claim 20, wherein the projection piece having a surface bearing indicia.

22. The article as recited in Claim 21, wherein the indicia including at least one of text, graphics, alphanumeric characters, artwork, advertisement, logo, and decal.

23. The article as recited in Claim 14, wherein the upper end of the fitting body having an annular surface suitable to contactably confront a rim of a cap operably advancing along the

tire stem during threading engagement of the cap with the tire stem threaded surface.

24. The article as recited in Claim 14, wherein the article being operatively deployable by sliding advancement of the fitting over the tire stem.

25. An article suitable for use with a wheel lug nut stud having a threaded surface, said article comprising:

a fitting annularly disposed about at least a portion of the lug nut stud;

a projection tab; and

a means to connect the projection tab to the fitting.

26. The article as recited in Claim 25, wherein the projection tab having a surface bearing indicia.

27. The article as recited in Claim 26, wherein the indicia including at least one of text, graphics, alphanumeric characters, artwork, advertisement, logo, and decal.

28. The article as recited in Claim 25, wherein the connection means including wire.

29. The article as recited in Claim 25, wherein the connection means being one of rigid and flexible.

30. The article as recited in Claim 25, wherein the connection means being adapted to position the projection tab generally in axial alignment with the lug nut stud.

31. An article suitable for use with a fixed insert, said article comprising:

a fixture having an upper body and a lower body joined together;

the fixture upper body having an upper surface axially recessed relative to a rim circumscribing the upper surface;

the lower body having a generally axial receptacle space formed therein, the receptacle space being adapted to enable location of at least part of the insert therein during operational mounting of the fixture to the insert.

32. The article as recited in Claim 31, wherein the upper body and the lower body of said fixture having a unitary construction.

33. The article as recited in Claim 31, wherein the upper surface of the fixture upper body bearing indicia.

34. The article as recited in Claim 33, wherein the indicia including at least one of text, graphics, alphanumeric characters, artwork, advertisement, logo, and decal.

35. The article as recited in Claim 31, wherein the receptacle space of the fixture lower body includes a threaded surface complementary to a threaded surface of the insert.

36. The article as recited in Claim 31, wherein the fixture upper body defines a generally planar form, and the fixture lower body defines a generally annular form in cross-section.

37. An article suitable for use with a fixed insert, said article comprising:

a fitting having a support body;

a receptacle space formed in the support body and defining a mounting axis, the receptacle space being adapted to enable location of at least part of the insert therein during operational mounting of the fitting to the insert; and

a tab extending from the fitting support body, the tab extending non-orthogonally relative to the mounting axis.

38. The article as recited in Claim 37, wherein the tab extending from the fitting support body at an end thereof opposite another end thereof operably receiving the insert.

39. The article as recited in Claim 37, wherein the tab being disposed outwardly away from an end of the fitting support body operably receiving the insert.

40. The article as recited in Claim 37, wherein the tab having a surface bearing indicia.

41. The article as recited in Claim 40, wherein the indicia including at least one of text, graphics, alphanumeric characters, artwork, advertisement, logo, and decal.

42. The article as recited in Claim 37, wherein the receptacle space extending at least partially through the fitting support body.

43. The article as recited in Claim 37, wherein the receptacle space having a threaded surface complementary to a threaded surface of the insert.